

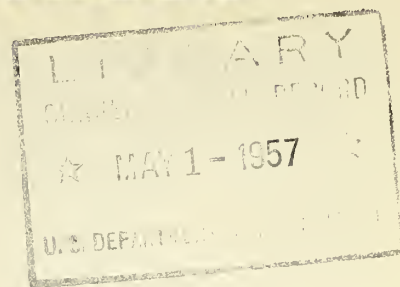
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# Consumer Purchases of Selected **FRUITS AND JUICES**



in **AUGUST**

**1956**



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ-33  
Agriculture - Washington

November, 1956

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
IN AUGUST 1956

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The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

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SUMMARY

The total volume of frozen concentrated juice bought by United States householders in August 1956 was almost 14 percent lower than in August 1955. A drop in the proportion of families buying appears to have been the major reason for lower total purchases, although the average quantity purchased by those buying during the month was also slightly lower than in August a year earlier.

Purchases of frozen concentrated orange and grape juices, which accounted for about 95 percent of total frozen concentrated juice purchases during August 1956, were about 12 and 29 percent lower, respectively, than in August 1955. The 4.4-million gallons of frozen concentrated orange juice bought by householders in August was the smallest monthly volume of purchases since June 1954. The average price paid for frozen concentrated orange juice--17.3 cents a 6-ounce can--was the highest reported since December 1953. On the other hand, prices paid for frozen concentrated grape juice averaged slightly lower than in August 1955.

Householders' purchases of frozen concentrated lemonade during August 1956 were almost 26 percent smaller than in August 1955, although householders paid about 0.8 cent lower a 6-ounce can than in the earlier period.

Prices paid for shelf-pack concentrate for orangeade during August 1956 averaged slightly lower than in August 1955. Purchases by householders were about 16 percent smaller than in this earlier period.

Householders continued to buy a larger volume of canned single-strength orangeade in August 1956 than in August 1955. This larger volume was a result of increases in both the proportion of families buying and in the average quantity bought.

All of the major canned single-strength citrus juices--orange, orange-grapefruit blend, grapefruit, and lemon--were purchased in smaller volume during August 1956 than in August 1955. Of the noncitrus juices carried in this report, only prune juice was purchased in larger volume than a year earlier. Gains in purchases of prune juice and other juices not reported on separately in this report, however, failed to offset lower purchases of the major canned single-strength juices. Thus, total purchases of canned single-strength juices were almost 7 percent smaller than in August 1955.

With the exception of canned single-strength lemon juice, prices paid for citrus juices were higher than in August 1955. Prices paid for tomato juice were also higher than a year earlier, but grape, pineapple, and prune juice prices were about the same as in August 1955.

Householders purchased a smaller volume of both fresh oranges and grapefruit during August 1956 than in August 1955--this was entirely the result of fewer families buying. Prices paid for oranges were slightly lower, but prices paid for fresh grapefruit were unchanged from August 1955.

Lemon purchases during August 1956 were down about 25 percent from August 1955 primarily because of a decline in the proportion of families buying. Prices paid averaged slightly higher than in August 1955.

#### FROZEN JUICES AND ADES

The volume of frozen concentrated orange juice bought by United States householders during August 1956 was the smallest monthly volume reported since June 1954. Purchases were about 12 percent smaller than in August 1955 and slightly lower than in July 1956. Prices paid for frozen concentrated orange juice during August 1956 averaged 17.3 cents a 6-ounce can, 1 cent higher than in August a year earlier and the highest price reported since December 1953.

The lower volume of purchases of frozen orange juice during August 1956, as compared with August 1955, was primarily due to a drop in the proportion of families buying--28 percent in August 1956 compared with about 31 percent in August 1955. The average quantity purchased during the month by buying families was also slightly lower than in August 1955 and contributed to lower total purchases (table 1).

Frozen concentrated grape juice was purchased by only 4.5 percent of the Nation's families in August 1956 as compared with 6.3 percent in August 1955. This decline was the primary reason for a 29-percent smaller volume of purchases in August 1956 than in August last year. Also contributing to a lower purchase volume, to a lesser extent, was a decline in the average quantity bought. Prices paid for frozen concentrated grape juice during August 1956 were slightly lower--0.4 cent a 6-ounce can--than in August 1955(table 1).

Household buying of frozen concentrate for lemonade was seasonally high in August 1956, although purchases were about 26 percent smaller than in August a year earlier. There was a slight decrease in the average quantity bought, but a drop in the number of families buying appears to have been the major factor for the lower volume of purchases. Prices paid for frozen concentrate for lemonade during August 1956 averaged about 0.8 cent lower per 6-ounce can than a year earlier(table 1).

The volume of shelf-pack concentrate for orangeade bought by United States householders in August 1956 was slightly smaller than in July 1956 and about 16 percent lower than in August 1955. The lower purchase volume compared with



a year earlier resulted from decreases in both the proportion of families buying and in the average quantity purchased by those buying. Prices paid during August 1956 averaged 16.6 cents for a 6-ounce can of concentrated orangeade, about 0.7 cent lower than in August 1955, and unchanged from July 1956 (table 1).

As a result of larger average purchases per family and more families buying, total purchases of canned single-strength orangeade during August 1956 were up almost 23 percent from August 1955. This was the ninth successive month in which the volume of single-strength orangeade purchased by householders was larger than in the corresponding month a year earlier. Prices paid during August averaged about the same as in August 1955 (fig. 5).

#### CANNED JUICES

Householders purchased about 9 percent less canned single-strength orange juice during August 1956 than in July 1956, and about 30 percent less than in August 1955. The August 1956 purchases were the lowest monthly volume recorded since reporting began on this item in January 1949 (fig. 6).

About 8.5 percent of the families of the country bought canned orange juice in August 1956 compared with 10.8 percent in August 1955. The quantity purchased by those buying during the month was also lower than in August a year earlier--averaging 1.8 (46-ounce) cans compared with about 2.1 cans in August 1955.

Prices paid for canned orange juice were almost unchanged from July 1956 but were about 4 cents higher per 46-ounce can than in August 1955 (table 2).

Consumer purchases of single-strength grapefruit juice during August were down from July 1956 and from August 1955. Buyers paid about 1 cent more per 46-ounce can than in July 1956 and about 2.5 cents more than in August 1955 (fig. 6).

Fewer families bought grapefruit juice during August 1956 than in August 1955, and the average quantity purchased by those buying was smaller.

Householders' purchases of orange-grapefruit blended juice during August were smaller than July 1956 and were about 32 percent below the volume bought in August 1955. Only 2.7 percent of the Nation's families bought blended juice in August 1956 as compared with 3.7 percent in August 1955. The average quantity purchased during August was also down from August 1955.

Prices paid for orange-grapefruit blended juice were about 1 cent higher a 46-ounce can than in July 1956 and about 3.4 cents higher than in August 1955 (table 2).

In August 1956, householders bought about 18 percent less single-strength lemon juice than in July 1956 and about 9 percent less than in August 1955.

This reduction in volume of purchases was almost entirely due to fewer families buying. Prices paid by householders for single-strength lemon juice averaged slightly lower than in either July 1956 or August 1955.

Although purchases of single-strength grape juice during August 1956 held at about the same level as in July 1956, they were about 19 percent below August 1955. The decline in purchases compared with a year earlier resulted from fewer families buying--4.3 percent as compared with 5.4 percent in August 1955. Prices averaged higher than in July 1956 but were almost unchanged from August 1955.

Householders purchased slightly more canned pineapple juice during August 1956 than in the preceding month, but almost 11 percent less than in August 1955. The proportion of families buying, 13.8 percent, was slightly higher than in July 1956 but lower than in August a year earlier. The decline from a year earlier was primarily the result of a smaller average quantity purchased by those families. In addition fewer families bought the product.

Prices paid for pineapple juice during August averaged slightly higher--0.4 cent a 46-ounce can--than in August a year earlier.

Prune juice purchases during August 1956 held at about the same level as in July 1956 but were well above the volume bought in August 1955. Larger total purchases were the result of more families buying as well as an increase in the average quantity taken by those families. Prices paid for prune juice were almost unchanged from August 1955.

Householders bought about 1.3-million cases (equivalent No. 2 cans) of tomato juice in August 1956. This was about 11 percent less than was purchased in August 1955. Fewer families than a year earlier purchased tomato juice, and the average quantity taken by those buying was lower. Householders paid almost 3 cents more per 46-ounce can of juice than in August 1955 (table 2).

#### FRESH FRUIT

Total purchases of fresh oranges by householders in August 1956 were down about 13 percent from August 1955 as a result of the decline in proportion of families buying. Florida oranges constituted only 12 percent of total orange purchases in August 1956 as a result of seasonally low supplies. California-Arizona oranges made up about 75 percent of total purchases in August 1956 and held at about the same level as in July 1956. However, purchases of California-Arizona oranges were about 12 percent smaller than a year earlier. Twelve percent of the oranges purchased in August were not identified as to origin (fig. 8).

An average of about 26 oranges per family was bought by families making purchases in August 1956, a slightly larger number than a year earlier. This increase failed to offset the effect on total purchases of a decline in proportion of families buying.



Prices paid for Florida oranges during August were slightly higher than a year earlier. But prices paid for all oranges averaged about 2 cents lower per dozen than in August 1955 as a result of lower prices for California-Arizona and unidentified oranges (table 3).

Purchases of fresh grapefruit during August 1956 were about 25 percent smaller than in August 1955. This decrease was entirely the result of fewer families buying, as the average quantity purchased by those buying was almost unchanged from August 1955. The average price paid for all grapefruit was unchanged from August 1955 (table 3).

The volume of fresh lemons purchased by householders during August 1956 was about 25 percent smaller than in August 1955. Unseasonably low temperatures, in parts of the United States during this normally high consumption month, may have been a reason householders bought fewer lemons. Prices paid were up slightly from August 1955.

There was a slight decline from August a year earlier in the average number of lemons purchased by each buying family. However, the major reason for smaller total purchases was a decline in the proportion of families buying (table 3).

Table 1.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, August 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1956	1955	1956	1955	1956	1955	1956	1955		1956	1955
	Percent	Percent	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen concentrated juices											
Orange	28.0	31.2	4,439	5,048	2.1	2.3	19.5	18.8	6	17.3	16.3
Grape	4.5	6.3	325	455	1.5	1.5	12.9	13.1	6	19.2	19.6
Other concentrates	<u>1</u>	<u>1</u>	230	278	<u>1</u>	<u>1</u>	13.4	13.9	6	15.2	15.2
Total	30.2	34.1	4,994	5,781	2.3	2.5	18.5	17.9			
Concentrated ades											
Frozen											
Lemonade	13.9	17.7	1,614	2,184	1.6	1.8	19.5	18.4	6	13.1	13.9
Shelf-pack											
Orangeade	1.5	1.8	147	175	1.5	1.6	17.1	16.4	6	16.6	17.3

1/ Information not available.

Table 2.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, August 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1956	1955	1956	1955	Purchases		Quantity per purchase			1956	1955
					1956	1955	1956	1955			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	8.5	10.8	814	1,170	1.6	1.7	52.8	57.1	46	35.6	31.4
Grapefruit	8.6	9.3	924	1,049	1.5	1.5	62.7	65.8	46	26.6	24.1
Orange and gpft. blend	2.7	3.7	227	334	1.5	1.4	50.9	58.0	46	31.9	28.5
Lemon	3.5	4.1	87	96	1.3	1.3	16.6	16.8	5½	12.0	12.7
Grape	4.3	5.4	183	227	1.3	1.3	27.6	28.0	24	33.8	34.0
Pineapple	13.8	14.2	1,292	1,447	1.4	1.5	57.5	58.8	46	27.2	26.8
Prune	7.6	6.7	609	493	1.8	1.8	38.8	37.4	32	32.5	32.8
Tomato	14.5	15.2	1,266	1,428	1.5	1.5	51.5	54.1	46	29.3	26.5
Total 2/	45.9	46.6	6,534	6,986	2.6	2.6	49.0	51.1			
Canned ades											
Orangeade	5.0	4.5	627	512	1.5	1.5	73.4	66.7	46	26.1	26.3

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

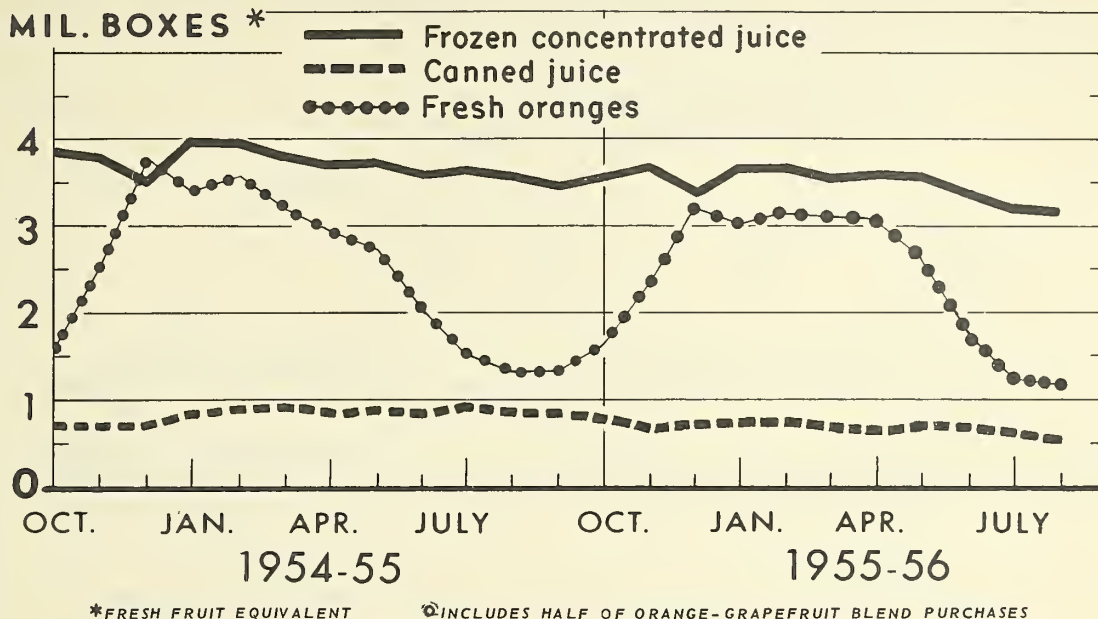
Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, August 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
	1956	1955	1956	1955	Purchases		Quantity per purchase		1956	1955
					1956	1955	1956	1955		
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	17.8	19.4	870	986	1.8	1.9	13.7	12.6	42.8	44.8
Florida	2.6	3.7	144	182	1.6	1.6	12.3	11.6	46.8	46.1
Unidentified	3.8	4.9	134	155	1.3	1.4	13.2	10.9	42.3	44.9
Total 1/	21.9	25.3	1,160	1,331	1.9	2.0	13.5	12.3	43.0	44.9
Grapefruit										
California-Arizona	2.4	2.4	81	74	1.5	1.5	4.2	3.9	106.6	108.6
Florida	1.0	1.5	49	89	1.5	1.9	4.9	4.2	99.0	112.1
Unidentified	1.5	2.5	49	76	1.4	1.4	4.1	3.8	120.1	105.0
Total 1/	4.4	5.6	184	244	1.7	1.8	4.3	3.9	108.8	108.8
Lemons	26.4	31.2	457	610	1.7	1.8	7.5	7.9	43.9	41.6
Total 2/	40.3	45.5	1,803	2,186	2.4	2.6	9.8	9.4	45.2	45.4

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929 - 56 (10) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,643	1,574	3,597	3,850	773	722	6,013	6,146
December	2,350	2,518	3,621	3,769	672	713	6,643	7,000
October-December 2/	3,270	3,764	3,395	3,486	723	711	7,388	7,961
	8,020	8,612	11,471	11,917	2,337	2,299	21,828	22,828
January	3,008	3,400	3,671	3,984	747	830	7,426	8,214
February	3,142	3,555	3,649	3,972	715	897	7,506	8,424
March	3,126	3,181	3,569	3,775	693	912	7,388	7,868
October-March 2/	18,166	19,543	23,406	24,599	4,675	5,177	46,247	49,319
April	3,055	2,965	3,603	3,685	664	841	7,322	7,491
May	2,617	2,709	3,565	3,700	685	872	6,867	7,281
June	1,726	2,001	3,390	3,568	684	822	5,800	6,391
October-June 2/	26,041	27,758	34,916	36,420	6,865	7,937	67,822	72,115
July	1,268	1,522	3,201	3,648	612	922	5,081	6,092
August	1,160	1,331	3,147	3,554	552	836	4,859	5,721
September		1,335		3,496		824		5,655
Season 2/		32,270		48,025		10,724		91,019

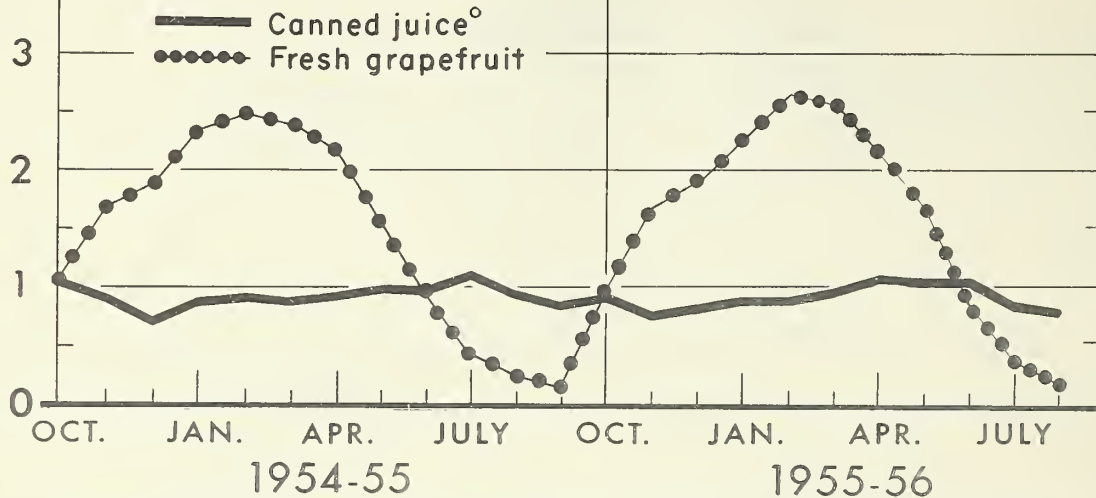
1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES\*



\* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930 - 56 (10) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

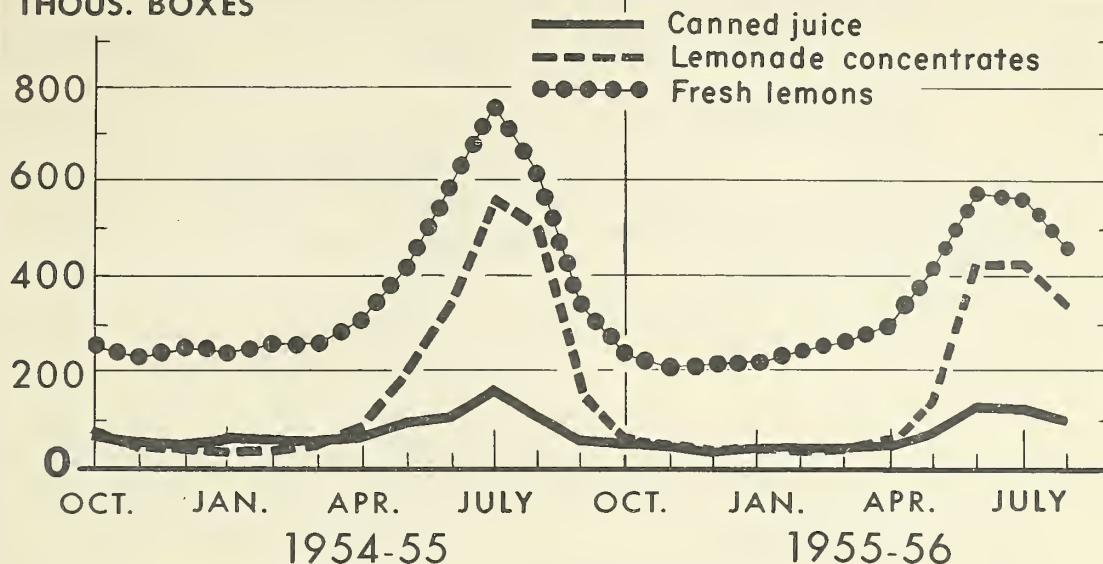
Period	Fresh grapefruit		Canned single-strength grapefruit juice <sup>1/</sup>		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December	1,932	1,895	828	725	2,760	2,620
October-December <sup>2/</sup>	5,165	5,121	2,722	2,847	7,887	7,968
January	2,246	2,330	882	882	3,128	3,212
February	2,672	2,498	877	907	3,549	3,405
March	2,543	2,387	962	887	3,505	3,274
October-March <sup>2/</sup>	13,370	12,995	5,670	5,734	19,040	18,729
April	2,165	2,162	1,050	924	3,215	3,086
May	1,668	1,552	1,032	978	2,700	2,530
June	860	948	1,034	970	1,894	1,918
October-June <sup>2/</sup>	18,411	17,950	9,034	8,857	27,445	26,807
July	353	434	868	1,112	1,221	1,546
August	184	244	792	950	976	1,194
September		215		858		1,073
Season <sup>2/</sup>		18,905		12,016		30,921

<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS

THOUS. BOXES



\* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931 - 56 (10) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	216	243	36	44	31	27	34	29	286	316
October-December 3/	713	785	129	161	125	120	133	132	975	1,078
January	218	234	37	51	32	26	37	27	292	312
February	242	251	42	48	34	29	36	31	320	330
March	261	252	42	46	37	41	40	43	343	341
October-March 3/	1,492	1,583	262	318	236	224	255	241	2,009	2,142
April	288	307	46	54	58	68	59	72	393	433
May	416	407	71	84	135	187	138	197	625	688
June	573	587	124	96	410	327	425	342	1,122	1,025
October-June 3/	2,876	2,997	528	572	894	865	937	913	4,341	4,482
July	563	754	117	160	415	526	426	554	1,106	1,468
August	457	610	96	108	341	461	351	480	904	1,198
September		337		50		152		157		544
Season 3/		4,814		909		2,085		2,186		7,909

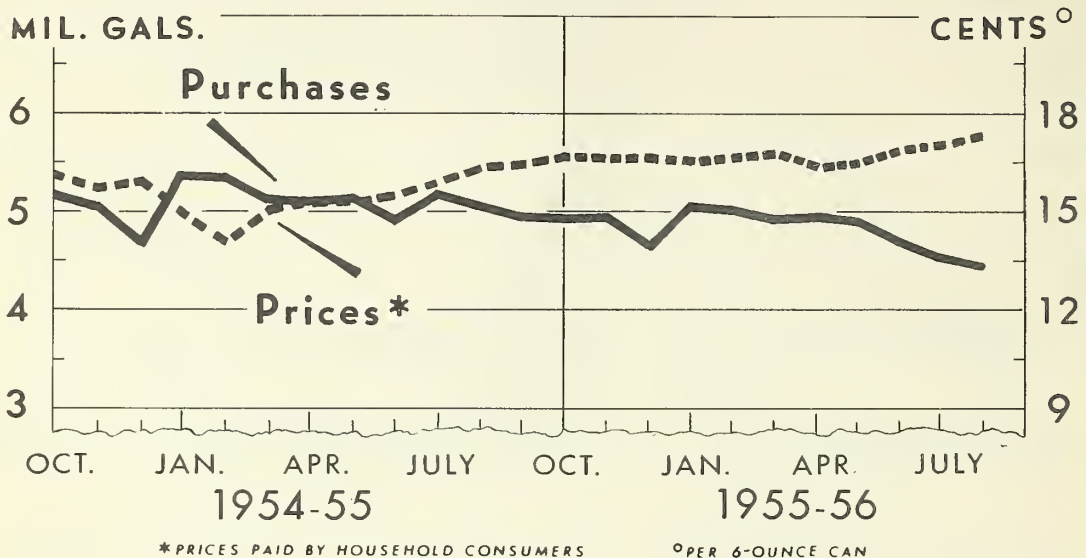
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-56 (10) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

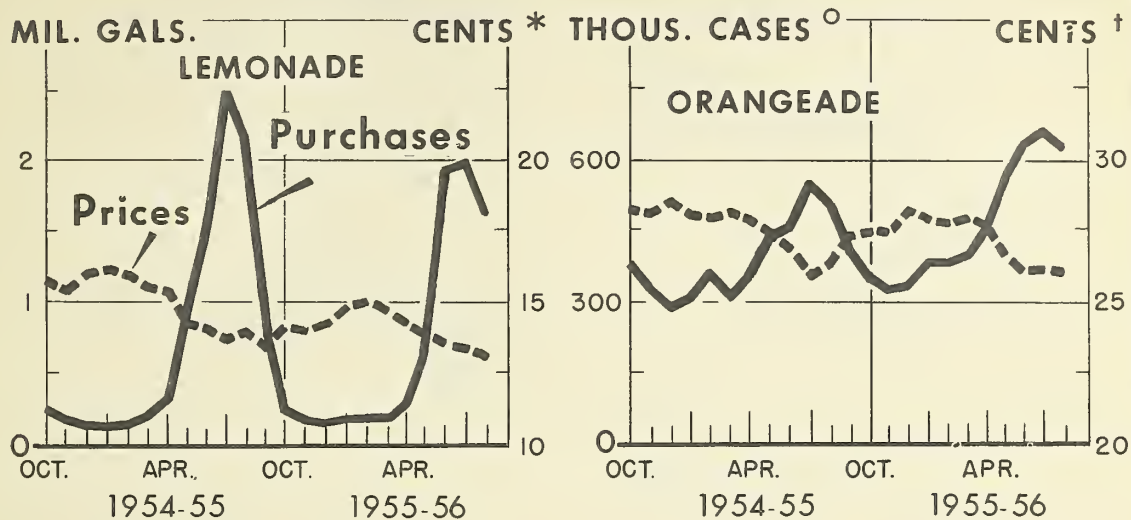
Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December	4,683	4,673	16.7	15.9
October-December 1/	15,822	15,974		
January	5,043	5,377	16.6	14.9
February	5,012	5,360	16.7	14.0
March	4,903	5,094	16.8	14.0
October-March 1/	32,216	33,089		
April	4,970	5,090	16.4	15.2
May	4,917	5,111	16.5	15.3
June	4,676	4,928	16.8	15.5
October-June 1/	48,092	49,417		
July	4,515	5,182	17.0	15.9
August	4,439	5,048	17.3	16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



\* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1933 - '56 (10). AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

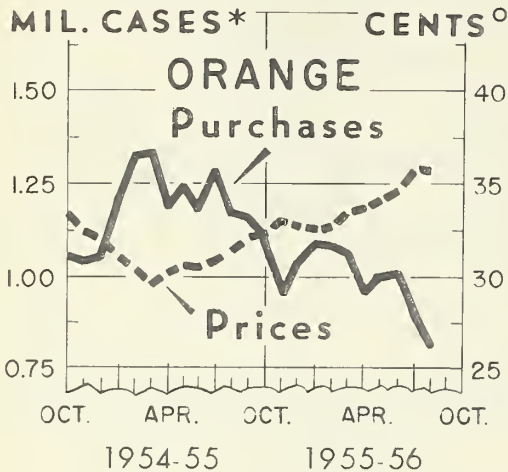
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	147	127	14.3	16.0	330	290	28.2	28.5
October-December 2/	593	568			1,071	1,070		
January	153	121	14.8	16.2	379	306	27.9	28.1
February	163	136	14.8	15.9	379	361	27.6	28.0
March	177	194	14.7	15.5	393	311	28.0	28.2
October-March 2/	1,121	1,061			2,348	2,136		
April	273	321	14.2	15.3	446	348	27.6	27.9
May	640	887	13.8	14.3	563	436	26.7	27.5
June	1,942	1,551	13.6	14.0	634	458	26.2	26.9
October-June 2/	4,239	4,099			4,106	3,492		
July	1,966	2,493	13.3	13.6	660	551	26.2	25.9
August	1,614	2,184	13.1	13.9	627	512	26.1	26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent case of 24 No. 2 cans--432 ounces per case.

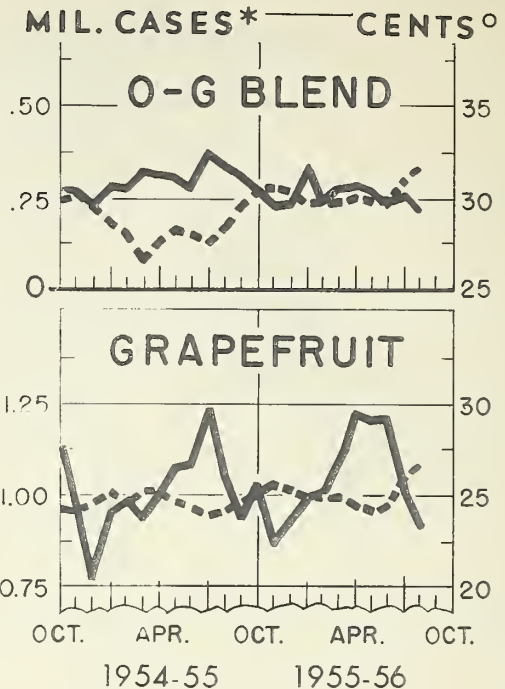
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\* EQUIVALENT CASES OF 24 #2's



° PER 45-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

EG, 1934-56 (10) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1955-56 <sup>1</sup>	1954-55	per 46 oz. can	per 46 oz. can	1955-56 <sup>1</sup>	1954-55	per 46 oz. can	per 46 oz. can	1955-56 <sup>1</sup>	1954-55	per 46 oz. can	per 46 oz. can
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,000	1,000			1,000	1,000			1,000	1,000		
November	1,104	1,054	32.3	33.4	1,033	1,127	25.3	24.1	274	276	30.4	29.9
December	954	1,043	33.0	32.4	857	978	25.5	24.0	248	267	30.6	30.1
October-December 2/	1,038	1,056	32.8	32.0	930	767	25.2	24.6	244	235	30.2	29.4
January	3,351	3,381			3,059	3,060			800	824		
February	1,081	1,212	32.7	31.0	981	952	24.9	25.1	331	285	29.0	28.6
March	1,077	1,321	33.1	30.4	1,025	984	24.8	24.6	232	283	29.6	28.1
October-March 2/	1,021	1,326	33.5	29.5	1,114	939	24.8	25.2	273	322	29.8	26.5
April	6,801	7,591			6,439	6,157			1,706	1,795		
May	960	1,190	33.5	30.2	1,223	1,006	24.5	25.2	285	312	30.0	27.7
June	1,000	1,241	34.2	30.6	1,204	1,077	24.4	24.6	277	307	29.1	28.3
October-June 2/	1,013	1,176	34.5	30.5	1,221	1,080	24.6	24.4	247	280	30.0	28.1
July	9,996	11,515			10,370	9,593			2,592	2,779		
August	898	1,287	35.7	30.8	1,007	1,235	26.0	23.9	262	377	31.0	27.6
September	814	1,170	35.6	31.4	924	1,049	26.6	24.1	227	334	31.9	28.5
Season 2/	1,161		32.1		942		24.7		314		29.6	
	15,425				13,088				3,878			

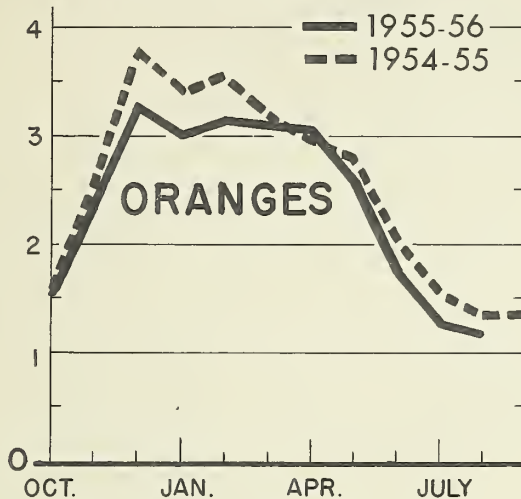
<sup>1/</sup> Equivalent cases of 24 No. 2 cans--432 ounces per case.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

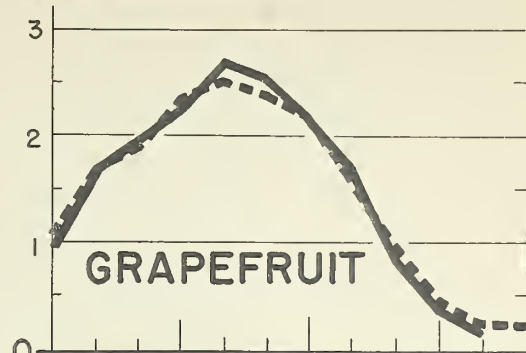
# FRESH CITRUS FRUIT

## Consumer Purchases

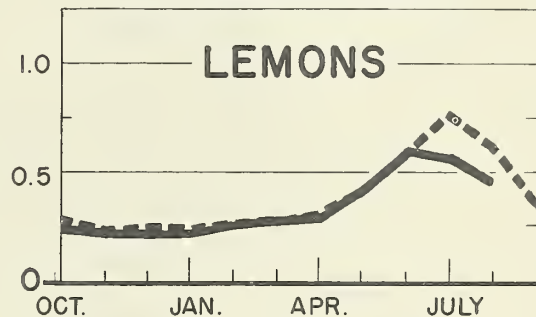
MIL. BOXES



MIL. BOXES



NOTE DIFFERENCE IN SCALE



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1935 - 56 (10) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000			1,000	1,000			1,000	1,000		
November	1,643	1,574	42.1	45.6	984	1,053	90.7	92.8	228	252	43.9	45.1
December	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
October-December 1/	3,270	3,764	39.4	35.1	1,932	1,895	77.8	74.9	216	243	46.8	45.0
January	3,008	3,400	41.4	37.1	2,246	2,330	77.9	74.2	218	234	48.1	46.2
February	3,142	3,555	43.7	37.3	2,672	2,498	73.4	73.4	242	251	46.3	44.0
March	3,126	3,181	44.9	39.8	2,543	2,387	76.0	78.4	261	252	44.6	42.9
October-March 1/	18,166	19,543			13,370	12,995			1,492	1,583		
April	3,055	2,965	45.8	42.2	2,165	2,162	81.1	82.9	288	307	42.5	41.3
May	2,617	2,709	51.5	42.8	1,668	1,552	91.3	93.3	416	407	40.2	41.9
June	1,726	2,001	53.0	43.5	860	948	100.5	101.5	573	587	44.0	40.4
October-June 1/	26,041	27,758			18,411	17,950			2,876	2,997		
July	1,268	1,522	45.8	43.9	353	434	105.6	106.6	563	754	44.6	41.8
August	1,160	1,331	43.0	44.9	184	244	108.8	108.8	457	610	43.9	41.6
September		1,335		45.0		215		112.3		337		42.7
Season 1/		32,270				18,905				4,814		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



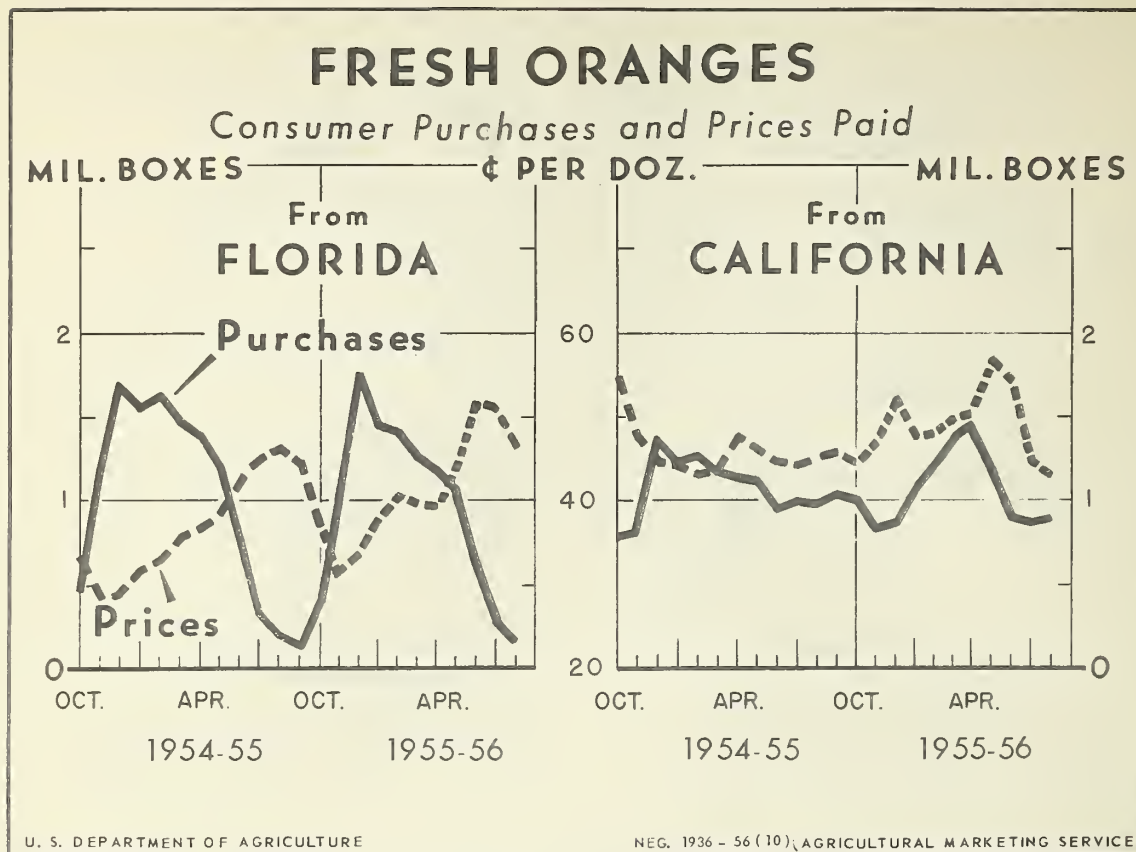


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November	1,081	1,194	32.0	28.1	842	809	47.0	47.8
December	1,765	1,694	33.8	28.3	871	1,374	52.2	44.5
October-December 1/	3,618	3,660			2,953	3,271		
January	1,427	1,560	37.5	31.4	1,063	1,234	47.4	44.4
February	1,399	1,632	40.2	32.7	1,191	1,261	48.0	43.0
March	1,261	1,471	39.6	35.8	1,384	1,170	49.8	43.8
October-March 1/	8,070	8,704			6,944	7,206		
April	1,186	1,380	39.7	36.7	1,458	1,125	50.3	47.8
May	1,065	1,204	44.5	38.3	1,190	1,116	56.9	46.4
June	596	746	51.5	42.6	892	963	54.1	44.7
October-June 1/	11,137	12,265			10,679	10,636		
July	248	321	50.8	45.3	859	995	44.8	44.0
August	144	182	46.8	46.1	870	986	42.8	44.8
September		128		44.5		1,038		45.4
Season 1/		12,919				13,918		

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